

## STATE OF CALIFORNIA SIERRA NEVADA CONSERVANCY - RECOMMENDATION

### Sierra Nevada Conservancy Grant Program Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Act of 2006 (Proposition 84)

**Grantee Name:** Yosemite/Sequoia Resource Conservation and Development Council for California Amer-Asian Resource Education (C.A.R.E.) Council

**Project Title:** C.A.R.E. Environmental Ethics in the Sierra Nevada Video

**Application Number:** SNC 070365

### PROJECT SCOPE

The Yosemite/Sequoia Resource Conservation and Development Council is partnering with the California Amer-Asian Resource Education Council to produce an environmental ethics video in two Southeast Asian languages, Hmong and Laotian. Following production, these videos will be presented by trained C.A.R.E. members at Southeast Asian community events to educate members of this community about appropriate conservation and camping practices and campfire safety in the Sierra Nevada. This project will include:

- Developing the video script in collaboration with other agency partners (Forest Service, Park Service and Fish and Game);
- Filming on location in the Sierra Nevada to show the conservation practices in a real setting;
- Translating/Narrating the script into Hmong and Laotian, and the incorporation of narration into the video; and
- Reproducing 50 copies of the film;
- Presenting the video at training and community events sponsored by C.A.R.E., partners, and other community organizations;
- Survey the regulatory partners before and after the video is distributed to determine if there is a change in the number of natural resource violations occurring on public lands.

### RECOMMENDATION

Staff recommends the authorization of this grant for the requested \$50,000.

### LETTERS OF SUPPORT

None submitted

### PROJECT SCHEDULE

DETAILED PROJECT DELIVERABLES	TIMELINE
Conduct regulatory agency survey to determine the number of natural resource violations that occur on public lands by members of the Southeast Asian community	June 2008-December 2008
Script Development	June 2008-October 2008
Filming on location	September 2008 – December 2008

Complete and submit six-month progress report to SNC	January 2009
Translating/Narrating the video into Hmong and Laotian	January 2009 –April 2009
Reproduction of 50 copies	May 2009-July 2009
Complete and submit 12-month progress report to SNC	July 2009
Display the video at a minimum of 10 Southeast Asian training and community events that are sponsored by C.A.R.E., partners, and other community organizations.	July 2009-March 2010
Complete and submit 18-month progress report to SNC	January 2010
Conduct regulatory agency survey to determine if the number of natural resource violations that occur on public lands by members of the Southeast Asian community declined	January-March 2010
<b>Final Report/Final Payment Request</b>	<b>April 2010</b>

### PROJECT COSTS

<b>PROJECT BUDGET CATEGORIES</b>	<b>TOTAL SNC FUNDING</b>
Script Development	\$2,000
Filming and Editing	\$40,000
Translating/Narrating	\$2,500
In-direct/Overhead	\$5,000
Reproduction	\$500
<b>GRAND TOTAL</b>	<b>\$50,000</b>

## **Project Summary:**

The purpose of the California Amer-asian Resource Education organization is to act as a liaison between the South-east Asian communities and the Federal, State and local natural resource management agencies of California. C.A.R.E. focuses on environmental education in order to reduce cultural conflicts, and to support the sustainability of our natural resources for future generations. This education is necessary because of the dramatic differences in the ecosystems of Southeast Asian countries and the Sierra Nevadas.

A major hurdle in this task is the language barrier. Many Southeast Asians did not read or write prior to coming to the United States. Currently only approximately 20% of the population read and write their native language, and even less read and write English. This makes it difficult for land managers to produce effective written informational materials to reduce negative impacts. In addition many older Southeast Asians do not speak English, so communication with private landowners, other people recreating in the outdoors and land managers is difficult. With most communication done verbally in the communities, radio programs and films translated into Southeast Asian dialects are considered to be effective methods of conveying important information.

The proposed project is the initial development and production of a 20-30 minute video series to visually and verbally share information on caring for the environment by reducing impacts on the resources that are occurring as Southeast Asian immigrants spend time in the Sierra Nevada's camping, hunting, fishing, gathering food items such as mushrooms and ferns, and otherwise visit and utilize public lands. The video will feature visual demonstrations of: where and how to set up camp sites to reduce impacts on resources; obtaining campfire permits and checking for fire restrictions; where and how to safely build a campfire and ensure that it doesn't escape; how to deal with human waste and not contaminate water sources; removing garbage; storing food to reduce impacts on wildlife; minimizing impacts to riparian and other sensitive areas; not polluting streams with soaps or anything else that doesn't belong in them; what to do when encountering wildlife; general outdoor and water safety; and other critical topics as identified by resource management partners including the US Forest Service, the National Park Service, Bureau of Land Management, California Department of Fish and Game and others. The first step of this project will be to work with partners to develop the script that can be translated for narration in key Southeast Asian languages. Then we will produce the film that will visually demonstrate basic methods to minimize impacts on natural resources. We will utilize Southeast Asian community members to show the conservation practices and to provide narrations in key languages. The first completed film will be narrated in Hmong, and the second in Laotian. Other language versions will be produced as future funding is gained.

The current C.A.R.E. area encompasses the South Central and South Regions of the Sierra Nevada Conservancy area. C.A.R.E. also serves the area adjacent to these regions extending to the California coastline. Eventually C.A.R.E. will provide coverage for the entire state of California in assisting with education about natural resource conservation issues associated with Southeast Asian immigrants. This video series will be relevant to the entire Sierra Nevada area and beyond.